
From: Nayar, Sarosh
Sent: Wednesday, October 07, 1998 7:02 PM
To: Murillo, Jose; Fontanez, Jose (PMUSA Mac Mail); Robinson, Yvette J.
Cc: Mahan, Michael
Subject: Corrective Steps for Martyr's capacity
Importance: High

Just a recap of the corrective steps we will be taking for the Martyrs capacity issue:

1. ROP - ROP running on 8 and 9 Oct will have capacity corrected to reflect 350 for Martyr's. ROP for 15 and 16 October will have capacity changed to 350 and an asterisks below 'Turn Page for Details' calling out "** Please note change in number of smokers and guests that can be accommodated"
2. Posters at Martyr's - Sticker to cover 500 capacity with '350*'. Sticker with asterisks to place at bottom of poster which calls out "** Please note change in number of smokers and guests that can be accommodated"
3. Fliers at Martyr's - Sticker to cover 500 capacity with '350*'. Sticker with asterisks to place at bottom of flier which calls out "** Please note change in number of smokers and guests that can be accommodated"
4. Direct Mail - no action
5. Compensation certificates - EMI to arrange with martyr's for 150 certificates for the smoker and the guest worth \$100 each ie. each person would get a \$100 compensation certificate. These certificates should entitle the recipient to come back to Martyr's on any evening for a musical event / food/ drinks etc. worth the value of the certificate. The certificates should be from Martyr's, not PM.

Procedures: These certificates will only be given out after the 350 capacity limit has been exceeded. EMI must validate that the person with the miles is a smoker 21 years and over (He/she would need to fill out and sign an age verification form). The guest must also be 21 or older and would need to show ID (no need to fill out an AVF). Once the smoker and guest are qualified, they would

be given the certificates and explained how they could be used. The handing out of certificates should not be advertised or made known to smokers in line before hand ie the 351st smoker should be the first to find out about the certificates when he goes to submit his miles.

Jose can you please arrange to have certificates produced with EMI. I will deal with the agency to get the remaining corrective materials.

Please confirm whether the arrangements above are OK with all of you, particularly the procedures for the certificates.

Thanks
Sarosh